

Rep Order# 6817691 Ver# 1 Status New
EC'd No

Traffic Order# 771425

Printed: 05/22/2012 10:47 AM
Last Received: 05/22/2012 10:05 AM
Showing Buylines: All Lines

1 of 2

Station WUPW-TV TOLEDO, OH.
Advertiser () CROSSROADS GPS
Product CROSSROADS GPS C
Estimate# 647
Buyer Noelle Ramsey
Phone#
Fax#

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/108/647
Flight Dates 06/05/2012 - 06/11/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT
TOTAL 745
PLS CONFIRM ASAP
THANKS, ANGELA

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-----|-----------|-----------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 1 | W | 3P-4P | PEOPLE'S COURT | :30 | \$50.00 | 06/06-06/06 | 1 | 1 | 1 | \$50.00 | ----- |
| | 2 | F | 3P-4P | PEOPLE'S COURT | :30 | \$50.00 | 06/08-06/08 | 1 | 1 | 1 | \$50.00 | ----- |
| | 3 | TU | 10P-11P | FOX-NEWS AT 10< | :30 | \$175.00 | 06/05-06/05 | 1 | 1 | 1 | \$175.00 | ----- |
| | 4 | F | 10P-11P | FOX-NEWS AT 10< | :30 | \$175.00 | 06/08-06/08 | 1 | 1 | 1 | \$175.00 | ----- |
| | 5 | M | 10P-11P | FOX-NEWS AT 10< | :30 | \$175.00 | 06/11-06/11 | 1 | 1 | 1 | \$175.00 | ----- |
| | 6 | TH | 11P-1130P | SEINFELD< | :30 | \$60.00 | 06/07-06/07 | 1 | 1 | 1 | \$60.00 | ----- |
| | 7 | M | 11P-1130P | SEINFELD< | :30 | \$60.00 | 06/11-06/11 | 1 | 1 | 1 | \$60.00 | ----- |

---REPORT TOTALS---

Report Totals: 7 / \$745.00

---SALES MONTHLY TOTALS---

Jun 12: 7 / \$745.00

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Sales Totals: 7 / \$745.00

Station Totals: 7 / \$745.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$37,250

| | | | | | | | | | |
|------|----|------|----|------|----|------|-----|------|-----|
| CATV | 0% | WNGT | 0% | WNWC | 5% | WTOL | 28% | WTVG | 65% |
| WUPW | 2% | | | | | | | | |

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE